Communicate Effectively With Our Customers

Every MDOT employee has to communicate with customers, some on a daily basis. It is critical to communicate clearly, concisely, accurately, and in a timely manner with customers.

RESULT DRIVER:

Kelly Tarver
The Secretary's Office (TSO)

TANGIBLE RESULT DRIVER:
Kelly Tarver
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Kat Cahill
Motor Vehicle Administration (MVA)

PURPOSE OF MEASURE:
To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.1A
Communicate Effectively Utilizing Social Media: Social Reach

An active and engaging social media presence is foundational to any organization's ability to communicate effectively. MDOT is committed to developing a robust, strategic approach to leveraging social media in order to connect our customers to life's opportunities.

A key performance indicator of using social media to effectively communicate with customers is Reach. Reach measures the number of people who have an MDOT message show up on their screen.

MDOT proudly serves over 367,000 followers between our multiple Facebook and Twitter accounts. Maryland customers can receive real-time updates about traffic events, construction projects, job opportunities, law changes, and even join us in celebrating National Corn Beef Day by following our various social media accounts.

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach
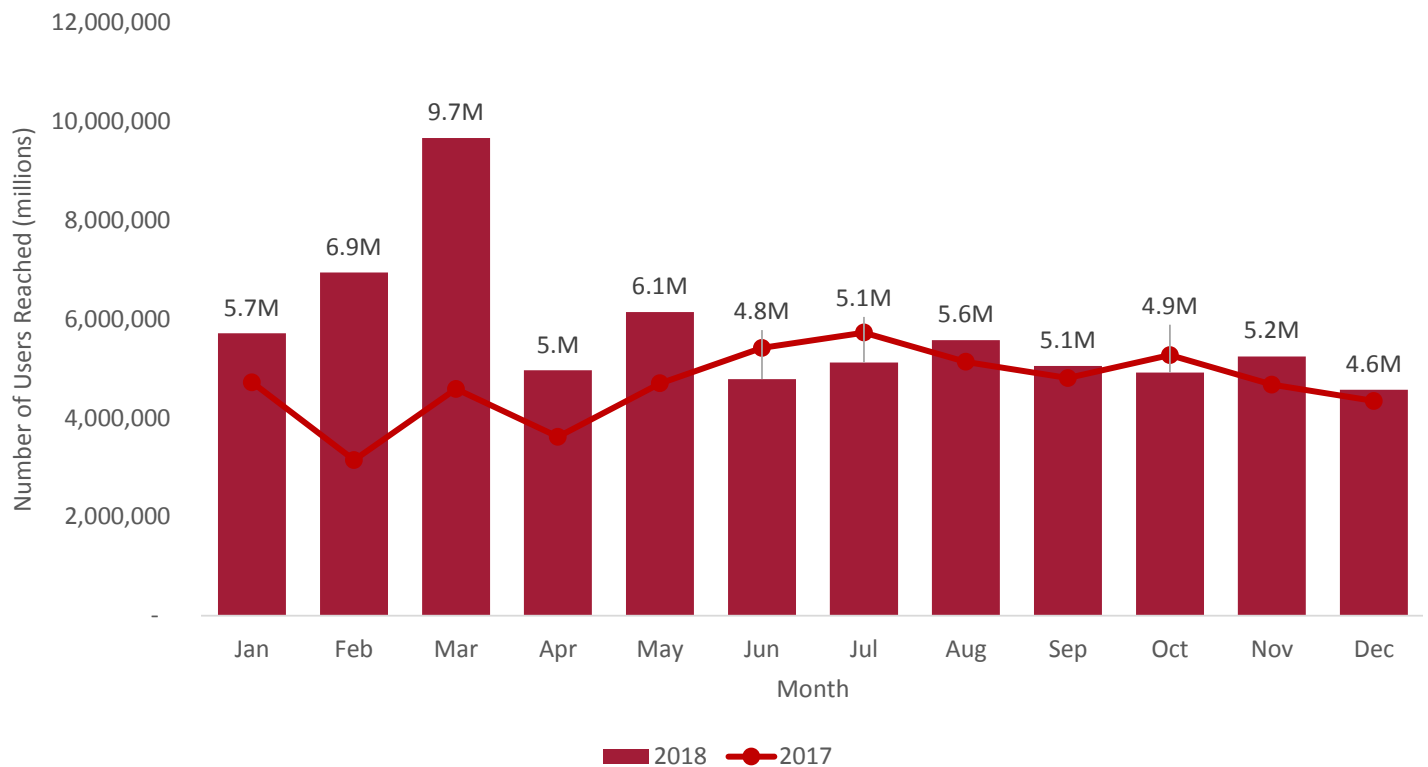
Chart 6.1A.1: Total MDOT Social Media Followers CY2018
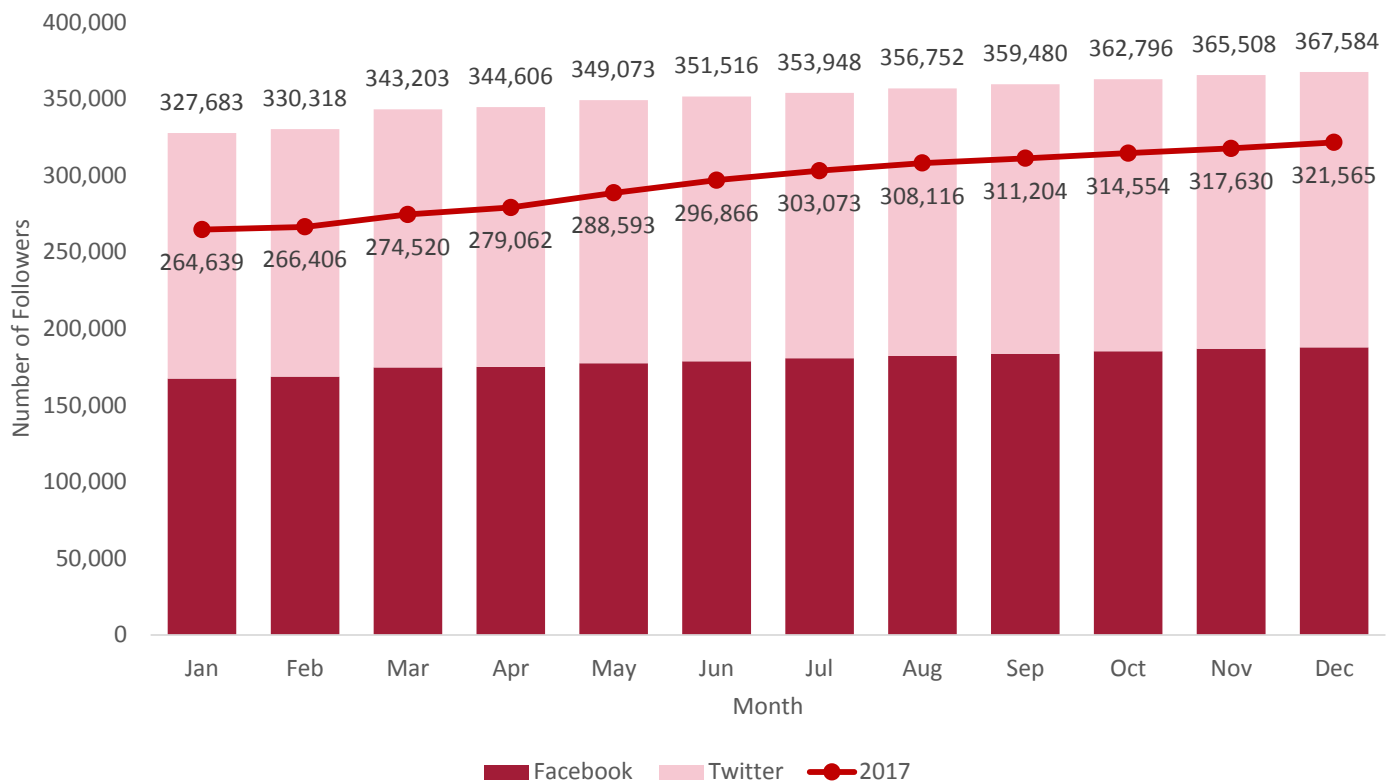
Facebook ■ Twitter ■ 2017 ●

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.2: Total MDOT Social Media Reach CY2018

TANGIBLE RESULT DRIVER:
Kelly Tarver
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Charles Schelle
Maryland Port Administration (MPA)

PURPOSE OF MEASURE:
To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.1B

Communicate Effectively Utilizing Social Media: Social Engagement

MDOT's social media engagement markedly increased in several key timeframes, demonstrating MDOT's social media content resonates with its audiences.

The 176,220 engagements for Q4 2018 represented a 53 percent increase over Q4 2017 and a 9 percent increase over the previous quarter. For calendar year 2018, MDOT's 694,250 engagements is a 38 percent improvement upon calendar year 2017.

While "social reach" measures the total number of people who have seen a message, "social engagement" recognizes how followers engaged with that message. Engagements initiate opportunities to communicate interactively with customers.

To determine the effectiveness of its social media communication, MDOT measures social engagement across all MDOT social media accounts, looking for trends in likes, comments and shares to better provide content its followers will enjoy and find informative. Through education and training, MDOT staff are determined to heighten the social experience of their customers.
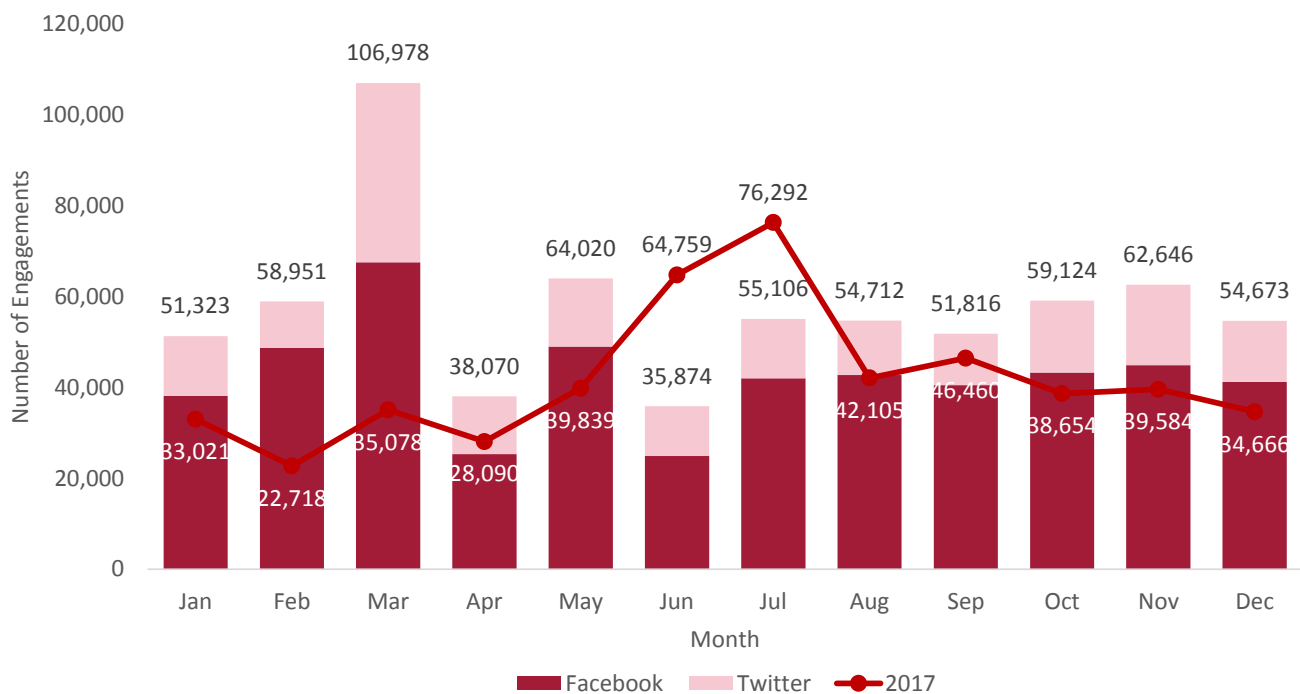
MDOT continues to learn the interests of its customers through social media channels to provide the content customers expect.

PERFORMANCE MEASURE 6.1B

Communicate Effectively Utilizing Social Media: Social Engagement

Chart 6.1B.1: Total MDOT Social Media Engagement CY2018

TANGIBLE RESULT DRIVER:
Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Juan Torrico
Maryland Transit Administration (MTA)

PURPOSE OF MEASURE:
To track how clearly and effectively MDOT communicates with customers during public events.

FREQUENCY:
Semi-Annually
(January and July)

DATA COLLECTION METHODOLOGY:
Data will be collected via survey at all public meetings hosted by TBUs. The data will be owned and housed by the TBU in charge of the public meetings and sent to MVA on a quarterly basis.

NATIONAL BENCHMARK:
84 percent (American Customer Service Index)

PERFORMANCE MEASURE 6.2
Satisfaction with Communication at Public Meetings

MDOT wants to ensure only positive and valuable customer service interactions are experienced during its public transportation events. We understand that customer views and guidance can greatly influence Maryland transportation related programs and projects. As a result, MDOT encourages open and honest feedback from all its customers (residents, community leaders, and stakeholders).

From January 2018 – December 2018, MDOT achieved an overall 94 percent satisfaction rating from 2,559 customers who indicated that MDOT effectively communicated during 67 separate MDOT-hosted public events. We are proud to once again exceed the national benchmark of 84 percent, but MDOT will continue to explore and implement enhanced communication methods and techniques.

In an effort to increase opportunities for customer outreach during this past quarter, the Customer Feedback mechanism was revised, which can be electronically accessed by visiting Survey Monkey MDOT Public Events CY2018. In addition, language translation of the Customer Feedback indicator form can now be accessed at MDOT's Public Meeting page. Translation is available by using the Google Translate link on MDOT's website. For customer convenience, a listing of MDOT Public Meetings can also be found at MDOT's Public Meeting page.

PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

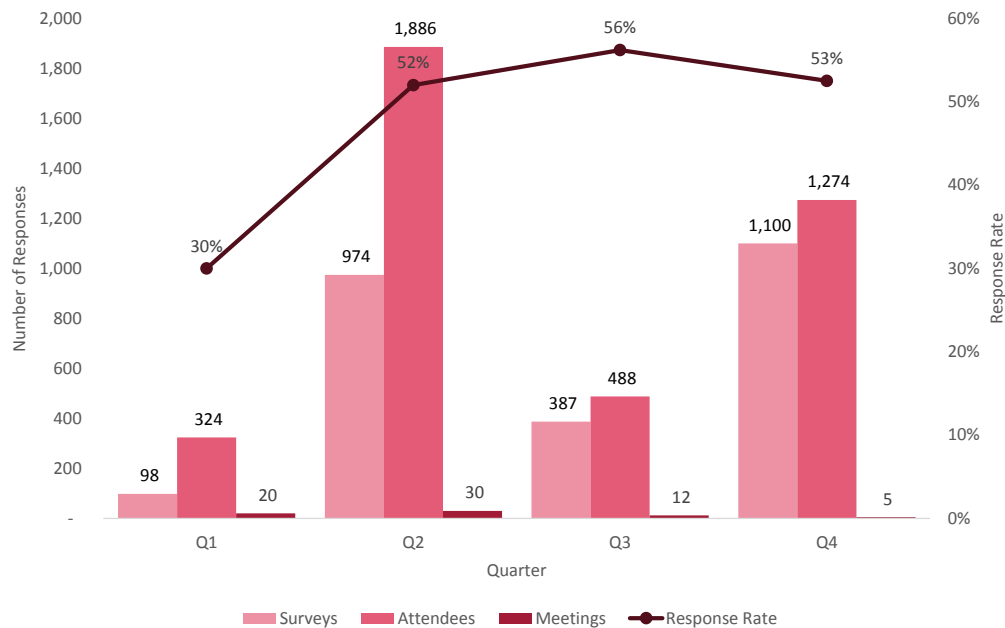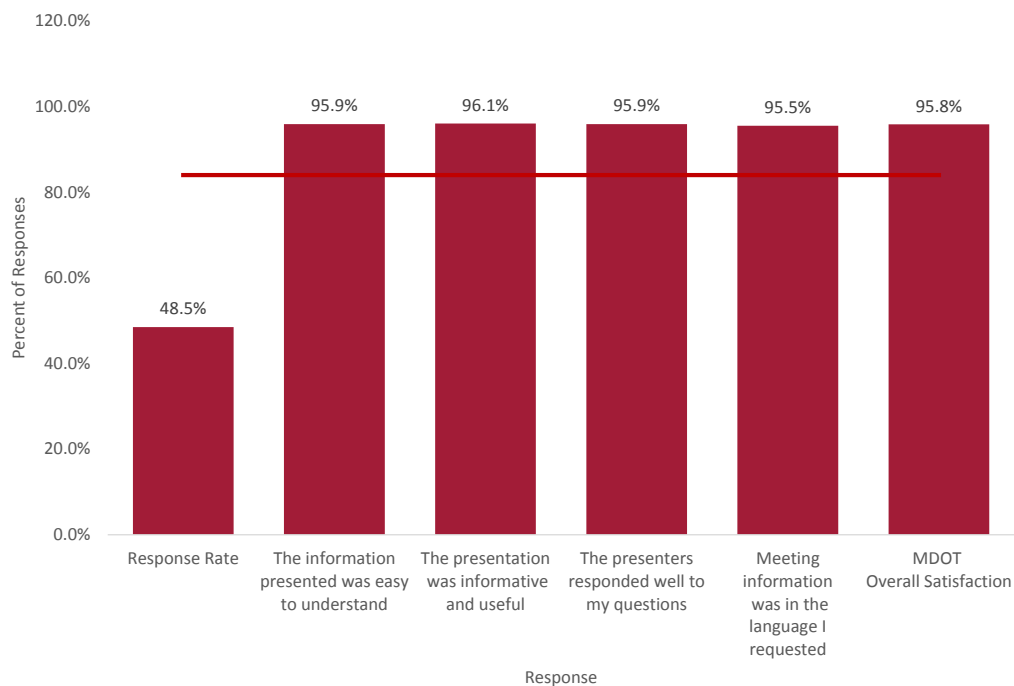**Chart 6.2.1: Overall MDOT Customer Satisfaction with Communication at Public Meetings CY2018**

Chart 6.2.2: MDOT Customer Satisfaction with Communication at Public Meetings CY2018

PURPOSE OF MEASURE:
To track number of stories generated to ensure maximum customer reach.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data gathered, measured, and analyzed with software system.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

MDOT public affairs and media relations professionals work to highlight the important work performed by MDOT employees on behalf of Maryland residents, businesses, and visitors. These communications specialists use their skills, experience, and knowledge to represent MDOT and serve as spokespersons before the public and the news media.

For performance measure 6.3A, each MDOT TBU tracks and analyzes the news that it creates and disseminates. Press releases remain an effective tool to distribute news to MDOT customers. The performance measure evaluates the number of press releases issued each month across MDOT, and calculates the number of news stories that resulted from the press releases.

The positive news created by MDOT TBUs continues to result in broad reach across local, national, international, and transportation trade media. For this quarter, the number of MDOT press releases climbed 11.6 percent over the previous quarter. The number of news media pick-ups increased by nearly 6 percent to 591 news stories for the quarter.

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

Chart 6.3A.1: MDOT Press Releases and News Placements CY2018
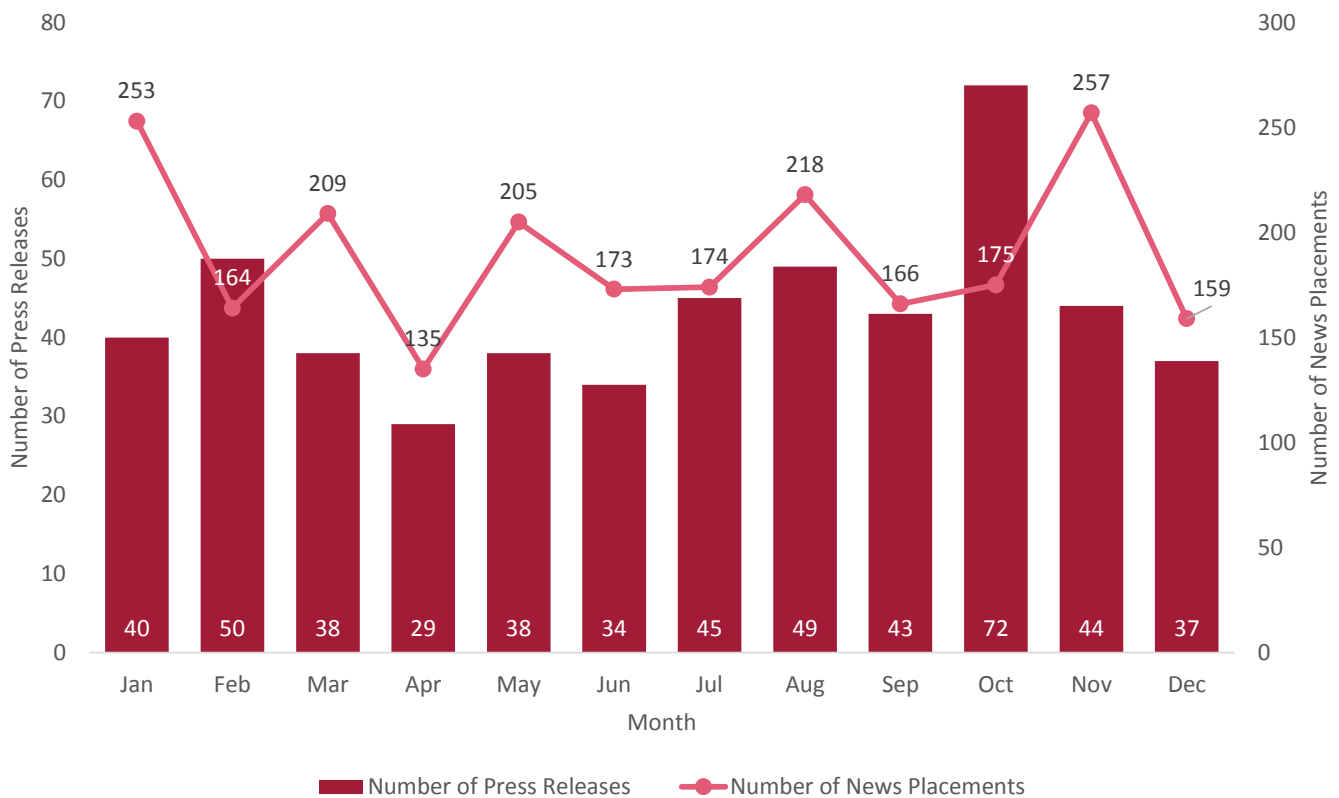
PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

Chart 6.3A.2: Press Releases by TBU CY2018

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

Chart 6.3A.3: News Placements by TBU CY2018

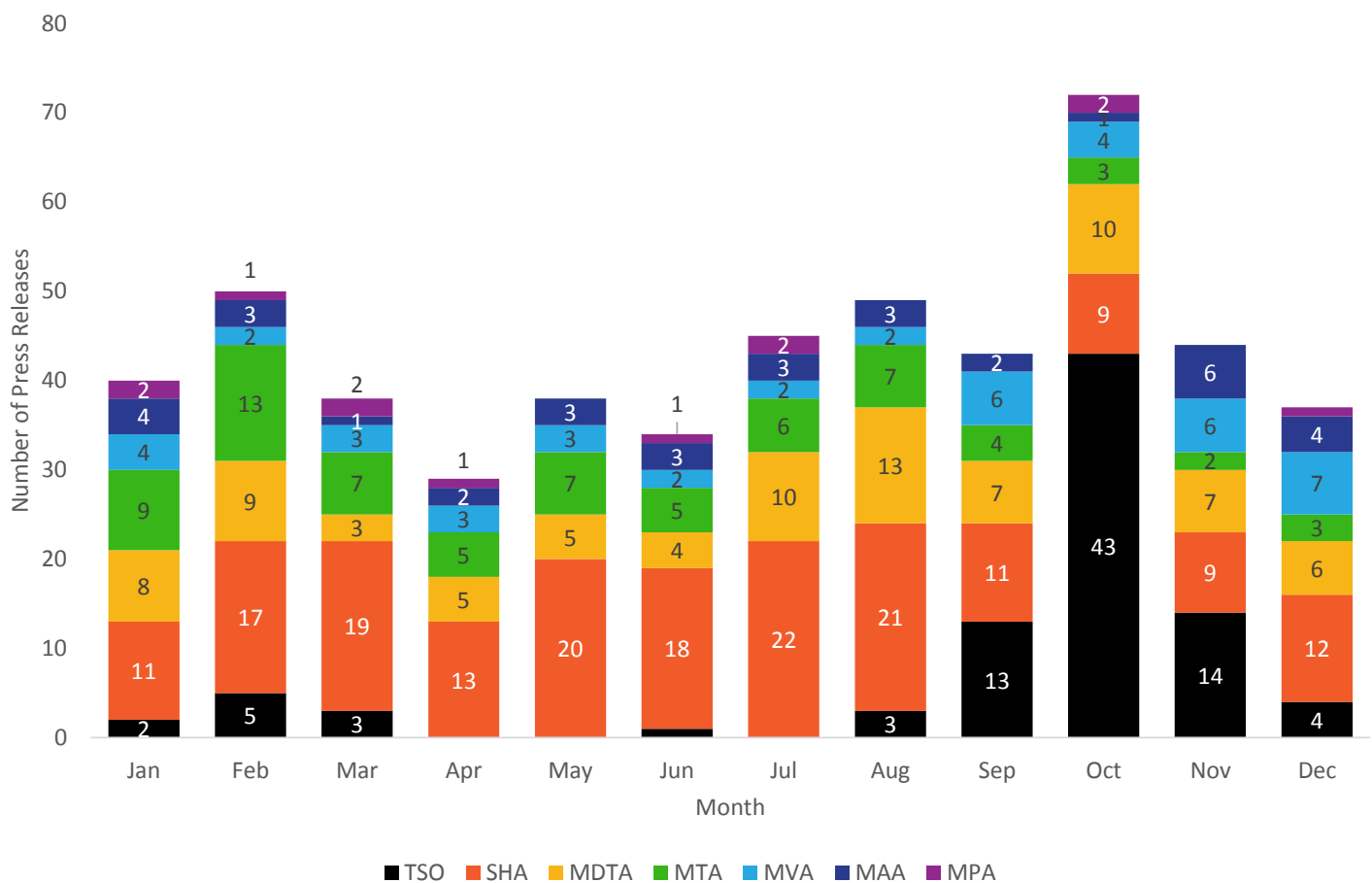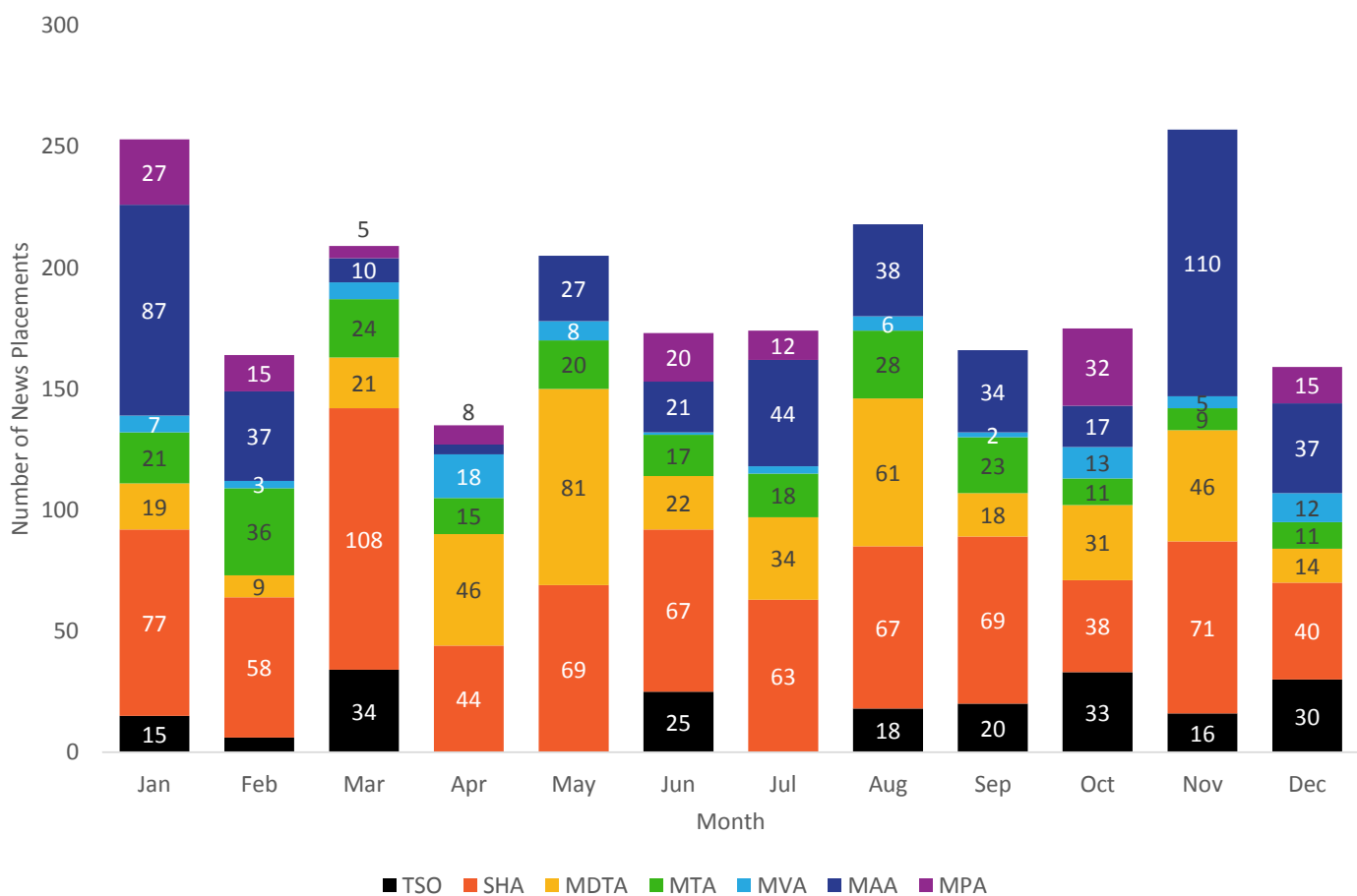**TANGIBLE RESULT DRIVER:**
Kelly Tarver
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Valerie Burnette Edgar
State Highway Administration (SHA)

PURPOSE OF MEASURE:
To evaluate the effectiveness of the news releases issued by MDOT. Demonstrates cost effectiveness of releasing public information to media outlets vs. buying advertising space/time.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data can be derived through software systems and some of the data is calculated per news story by individuals using advertising rates of media outlets.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Reaching and informing customers with important news is critical in the overall customer experience for MDOT customers and users. Earned media this past quarter, including the holiday season, trended downward due to lack of winter weather events and the federal government shutdown. The shutdown dominated even local markets where news crews were trying to find out how the impasse affected each county.

Typically, the quarter that contains the major holidays demonstrates a reduction of earned media due to media, at any given time, taking their days off as well and, consequently, there are not as many news placements.

That was the trend until late December 2018 when there was a jetway malfunction at BWI Marshall Airport. There were many stories, locally and nationally and the overall tone was initially negative. MDOT Communicators, working with airport mechanical professionals, quickly ascertained what the malfunction was, the planned remedy and went to work on a news release quoting Secretary Pete Rahn.

The resulting coverage largely turned from negative to neutral with Secretary Rahn's positive quote going national on major media outlets such as CBS News, Fox News and CNN.
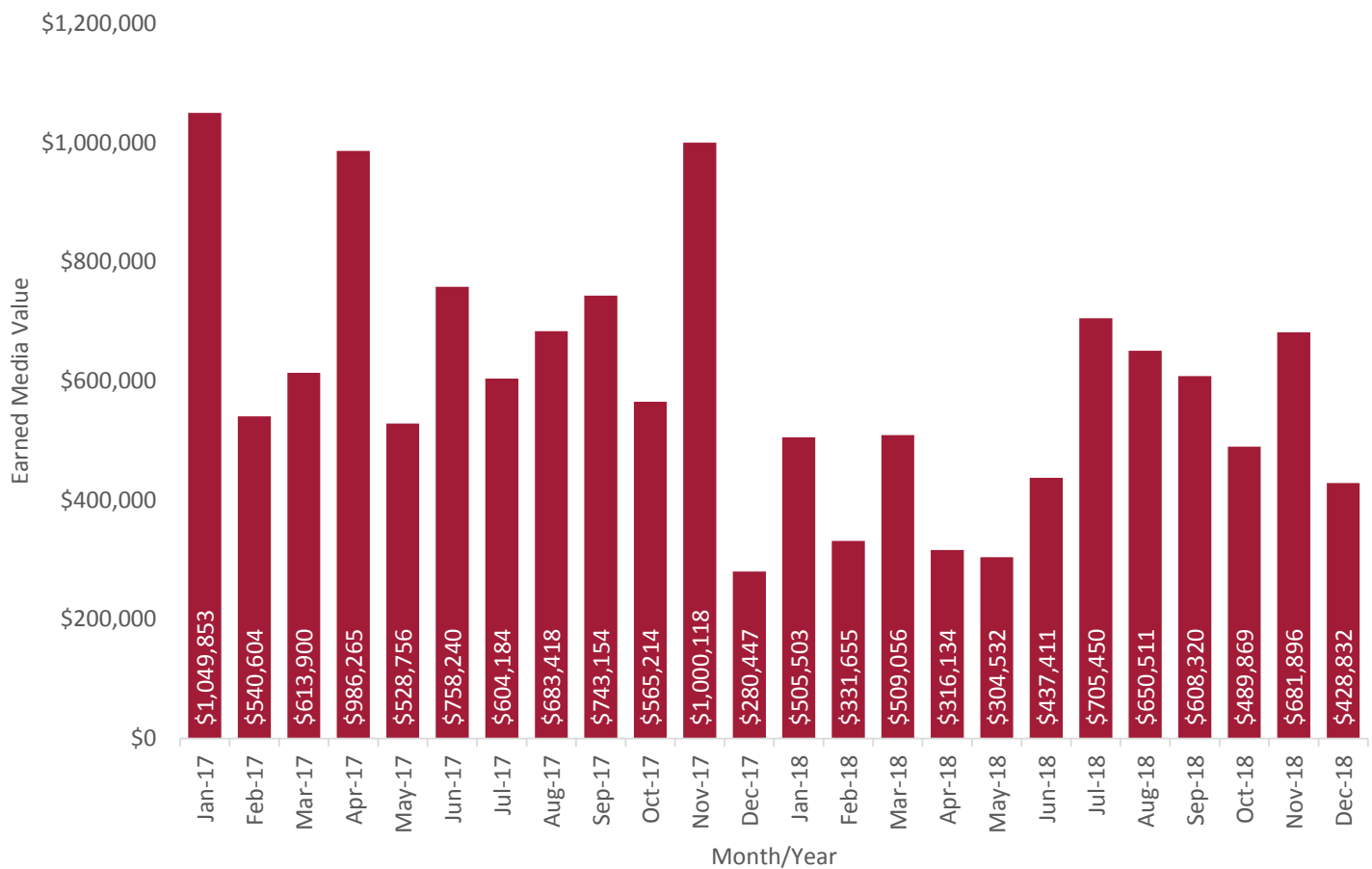
Moving forward into the new quarter, earned media value is already on the rise as the region has received the first snowfall of the year.

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.1: Earned Media Value of Print and Broadcast Coverage Generated by News Releases MDOT-Wide CY2017-CY2018

Earned Media Value

Month/Year	Value
Jan-17	$1,049,853
Feb-17	$540,604
Mar-17	$613,900
Apr-17	$986,265
May-17	$528,756
Jun-17	$758,240
Jul-17	$604,184
Aug-17	$683,418
Sep-17	$743,154
Oct-17	$565,214
Nov-17	$1,000,118
Dec-17	$280,447
Jan-18	$505,503
Feb-18	$331,655
Mar-18	$509,056
Apr-18	$316,134
May-18	$304,532
Jun-18	$437,411
Jul-18	$705,450
Aug-18	$650,511
Sep-18	$608,320
Oct-18	$489,869
Nov-18	$681,896
Dec-18	$428,832

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.2: Earned Media Value CY2018
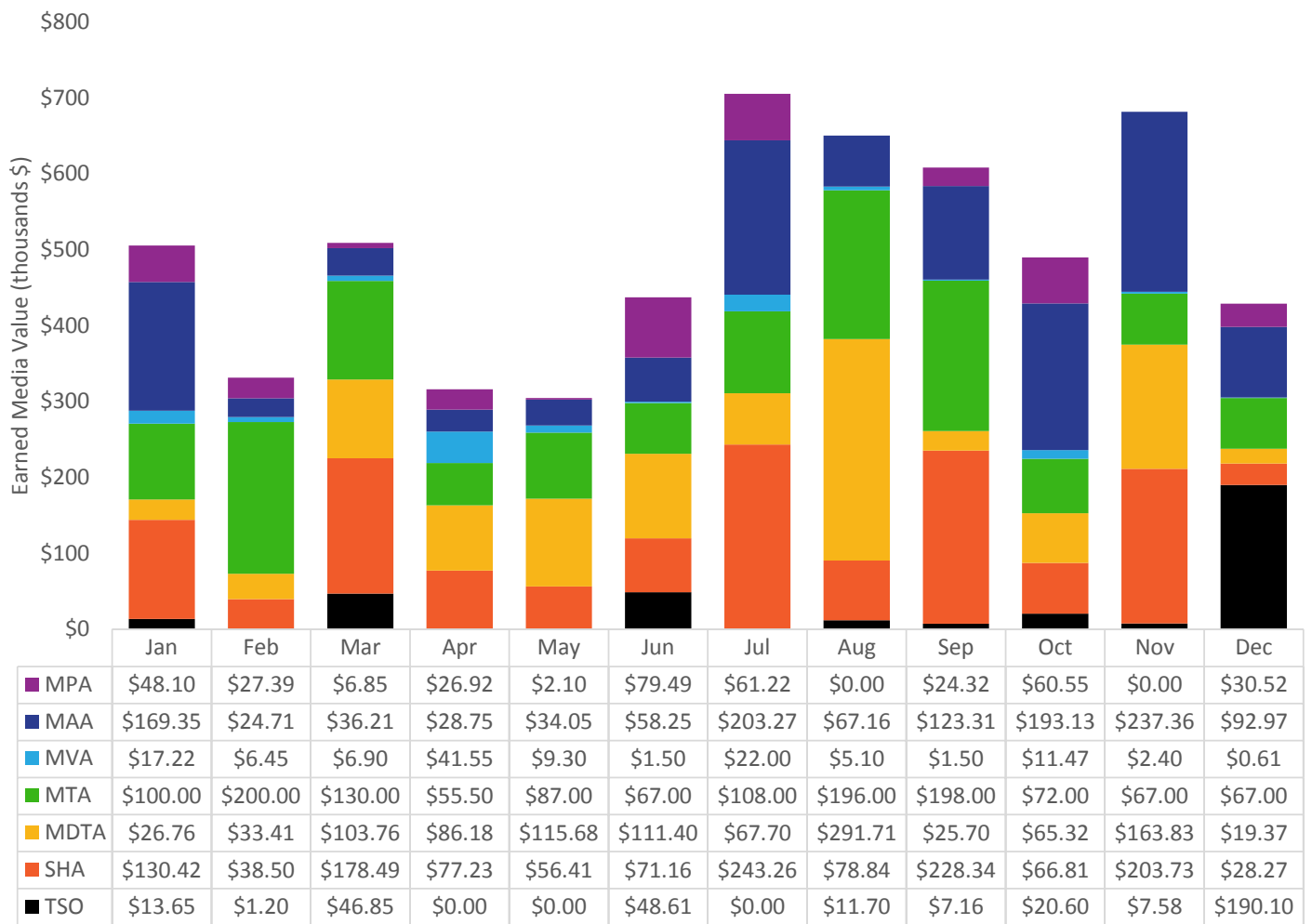
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
■ MPA	$48.10	$27.39	$6.85	$26.92	$2.10	$79.49	$61.22	$0.00	$24.32	$60.55	$0.00	$30.52
■ MAA	$169.35	$24.71	$36.21	$28.75	$34.05	$58.25	$203.27	$67.16	$123.31	$193.13	$237.36	$92.97
■ MVA	$17.22	$6.45	$6.90	$41.55	$9.30	$1.50	$22.00	$5.10	$1.50	$11.47	$2.40	$0.61
■ MTA	$100.00	$200.00	$130.00	$55.50	$87.00	$67.00	$108.00	$196.00	$198.00	$72.00	$67.00	$67.00
■ MDTA	$26.76	$33.41	$103.76	$86.18	$115.68	$111.40	$67.70	$291.71	$25.70	$65.32	$163.83	$19.37
■ SHA	$130.42	$38.50	$178.49	$77.23	$56.41	$71.16	$243.26	$78.84	$228.34	$66.81	$203.73	$28.27
■ TSO	$13.65	$1.20	$46.85	$0.00	$0.00	$48.61	$0.00	$11.70	$7.16	$20.60	$7.58	$190.10

PURPOSE OF MEASURE:
To evaluate the tone of media coverage resulting from news releases.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
MDOT's team will use software that tracks releases and news generated to evaluate tone of news stories.
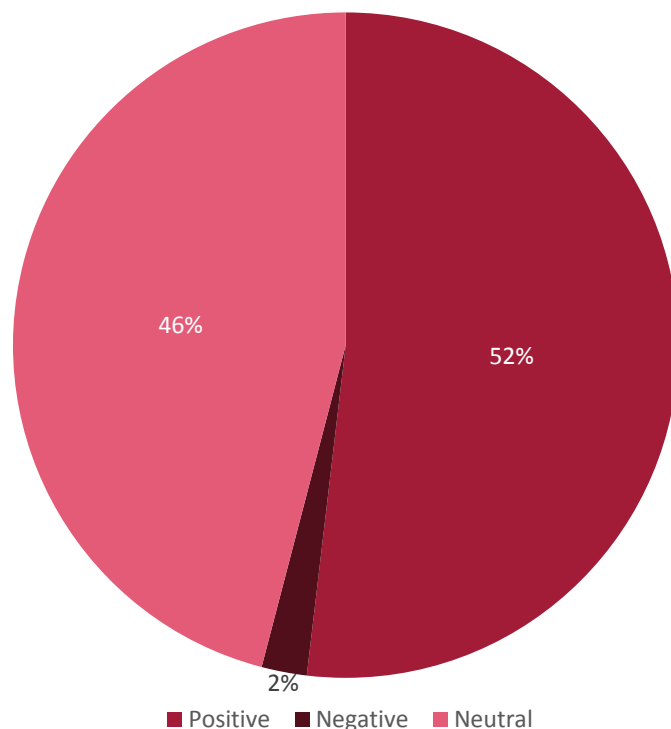
NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

MDOT has a responsibility to inform customers about important information they need relating to services, transportation options and improvements in their communities. One way MDOT shares information is issuing news releases to the media.

This measure helps MDOT evaluate the tone of print and broadcast news stories that are directly related to MDOT news releases to determine if there is balanced coverage for our customers. It also helps MDOT determine if more, less or different information is needed to ensure customers are receiving factual information via news outlets.

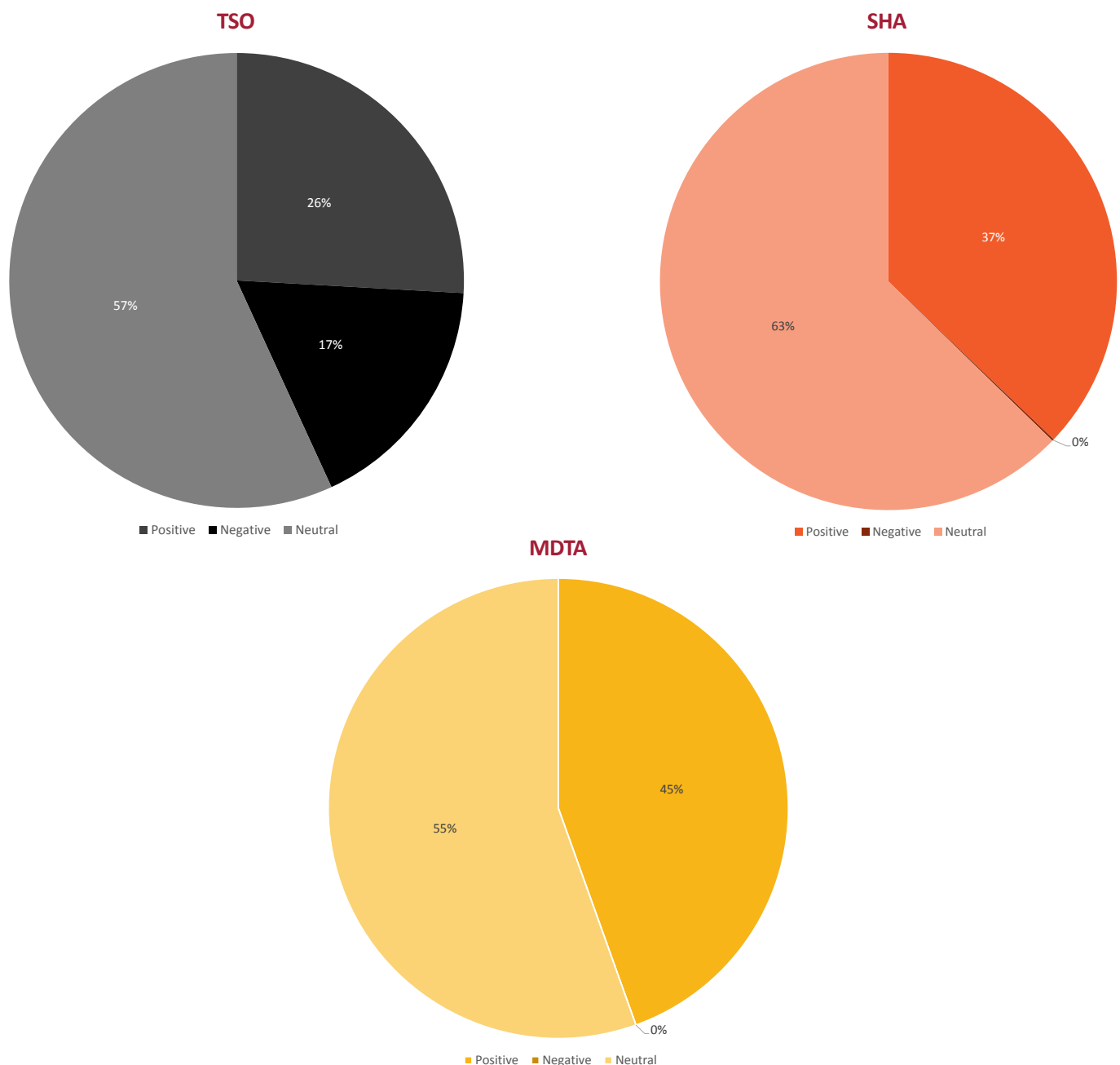**Chart 6.3C.1: News Tone by TBU January 2018 - December 2018, MDOT-Wide**

Pie chart: Positive 52%, Neutral 46%, Negative 2%

■ Positive   ■ Negative   ■ Neutral

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: News Tone by TBU January 2018 - December 2018

TSO

26%

17%

57%

■ Positive ■ Negative ■ Neutral

SHA

37%

0%

63%

■ Positive ■ Negative ■ Neutral

MDTA

45%

0%

55%

■ Positive ■ Negative ■ Neutral

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

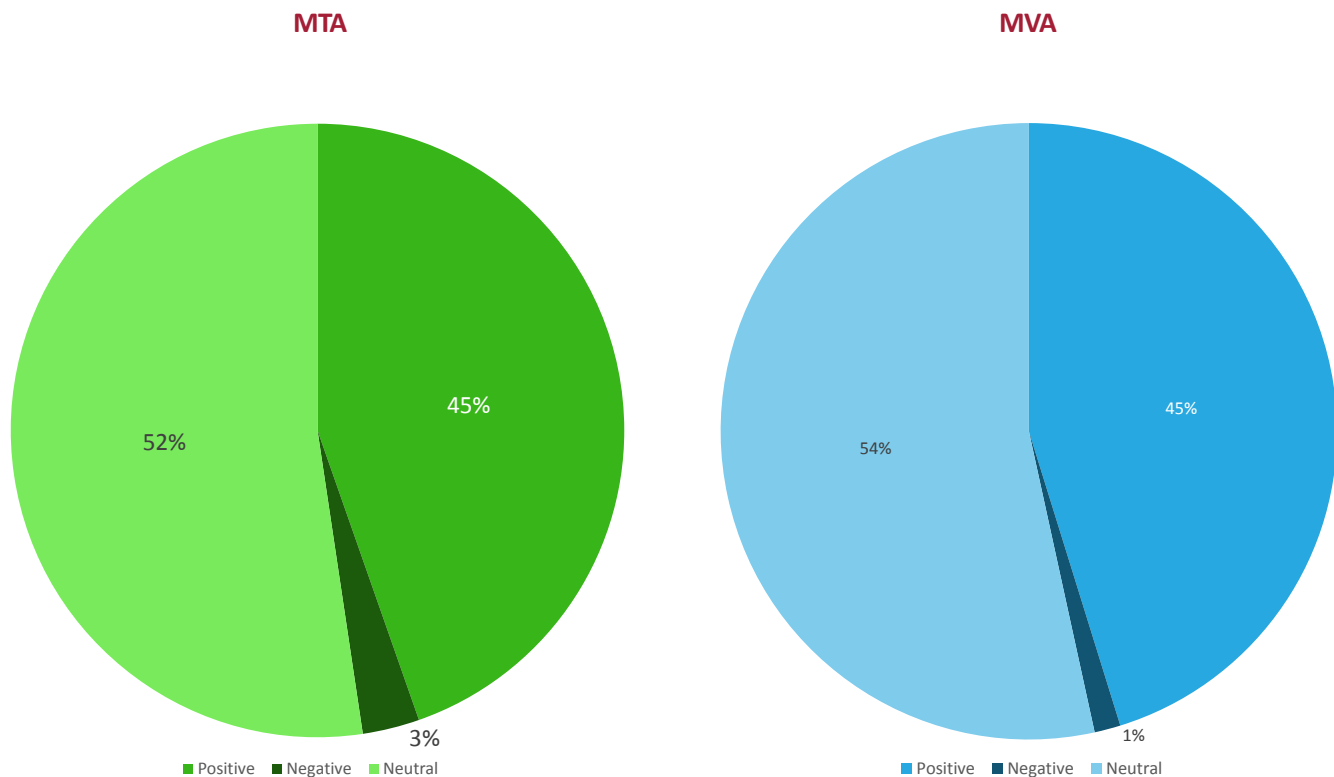**Chart 6.3C.1: News Tone by TBU January 2018 - December 2018**

MTA

MVA

MTA pie chart:
- 45%
- 52%
- 3%
- Positive ■ Negative ■ Neutral

MVA pie chart:
- 45%
- 54%
- 1%
- Positive ■ Negative ■ Neutral

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

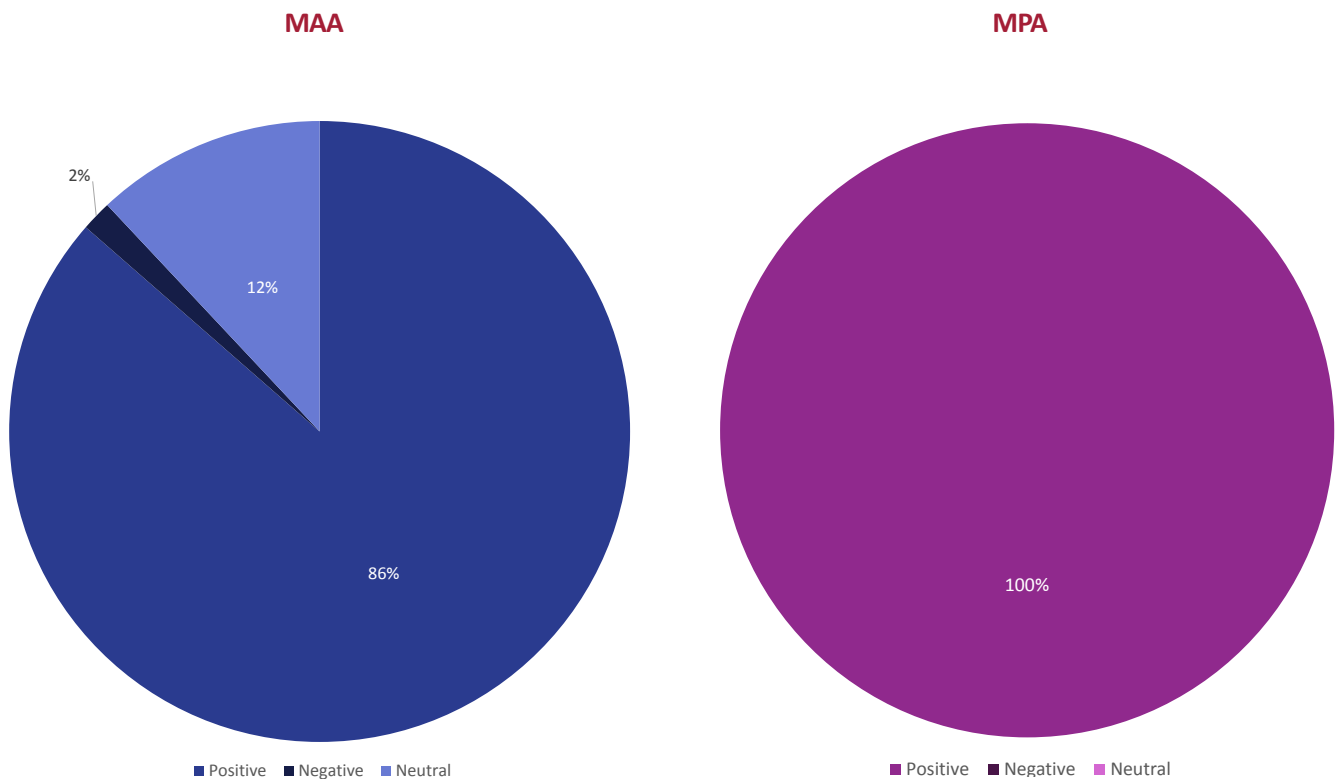**Chart 6.3C.1: News Tone by TBU January 2018 - December 2018**

MAA

2%
12%
86%

■ Positive ■ Negative ■ Neutral

MPA

100%

■ Positive ■ Negative ■ Neutral

PURPOSE OF MEASURE:
To measure the number of customers that read, viewed, or listened to MDOT proactive stories in the news media.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.4A
Reach of Pickups of Proactive Stories

MDOT produces content to highlight important, distinctive and positive initiatives for our customers. Performance Measure 6.4A measures the number of people who read, viewed or listened to proactive media stories. Proactive media helps our customers understand transportation initiatives by telling MDOT's own story. Proactive media goes beyond press releases to share unique stories of the organization.

By tracking the exposure of those unique stories, MDOT can properly evaluate if the messages are reaching the consumer. The number of exposures are calculated by compiling the number of times they were delivered to a customer through a newspaper article, online news website, radio or TV show.

During the fourth quarter of 2018, MDOT Proactive Media placements peaked at 19,109,403. This was a 52 percent increase from quarter three and reflects a concerted effort by the Digital Team on this measure. The fourth quarter increase comes on the heels of a spike from quarter two to three, meaning that since the second quarter of 2018, pickups have soared 700 percent.

More outlets than ever are picking up our stories and MDOT is getting its message out.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4A

Reach of Pickups of Proactive Stories

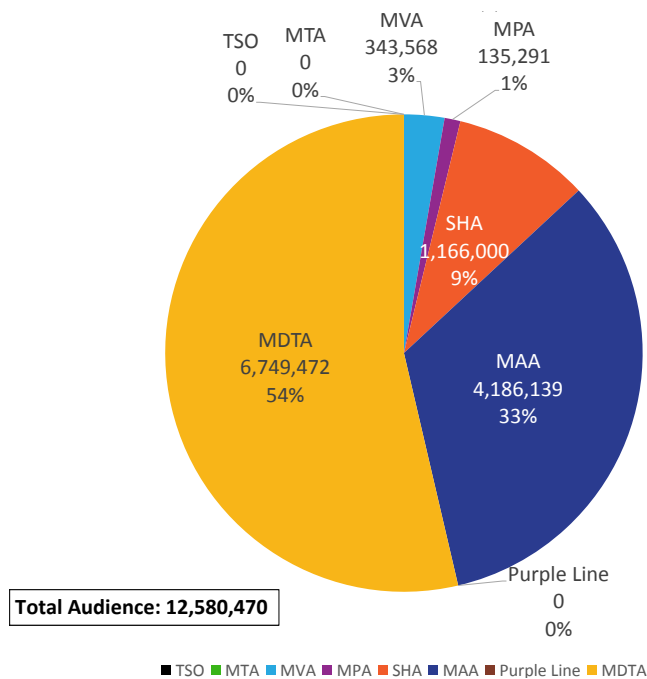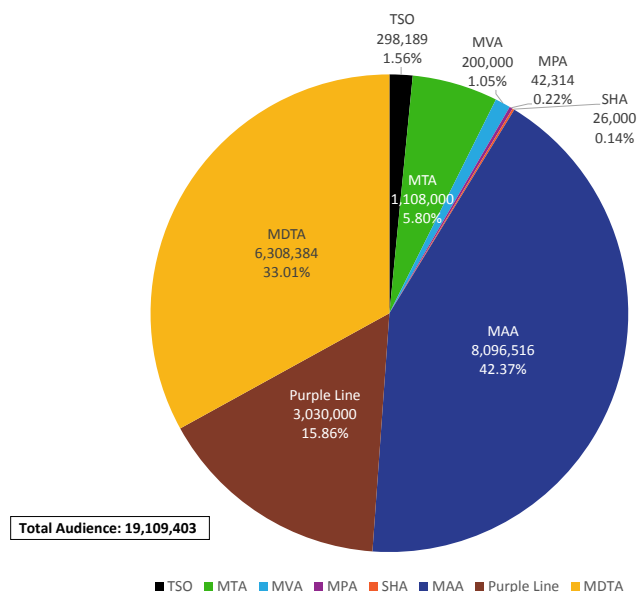**Chart 6.4A.1a: Audience for Proactive Stories Picked Up By Media Q3 CY2018**

Total Audience: 12,580,470

TSO 0 0% · MTA 0 0% · MVA 343,568 3% · MPA 135,291 1% · SHA 1,166,000 9% · MAA 4,186,139 33% · Purple Line 0 0% · MDTA 6,749,472 54%

■ TSO ■ MTA ■ MVA ■ MPA ■ SHA ■ MAA ■ Purple Line ■ MDTA

Chart 6.4A.1b: Audience for Proactive Stories Picked Up By Media Q4 CY2018

Total Audience: 19,109,403

TSO 298,189 1.56% · MTA 1,108,000 5.80% · MVA 200,000 1.05% · MPA 42,314 0.22% · SHA 26,000 0.14% · MAA 8,096,516 42.37% · Purple Line 3,030,000 15.86% · MDTA 6,308,384 33.01%

■ TSO ■ MTA ■ MVA ■ MPA ■ SHA ■ MAA ■ Purple Line ■ MDTA

PERFORMANCE MEASURE 6.4A

Reach of Pickups of Proactive Stories

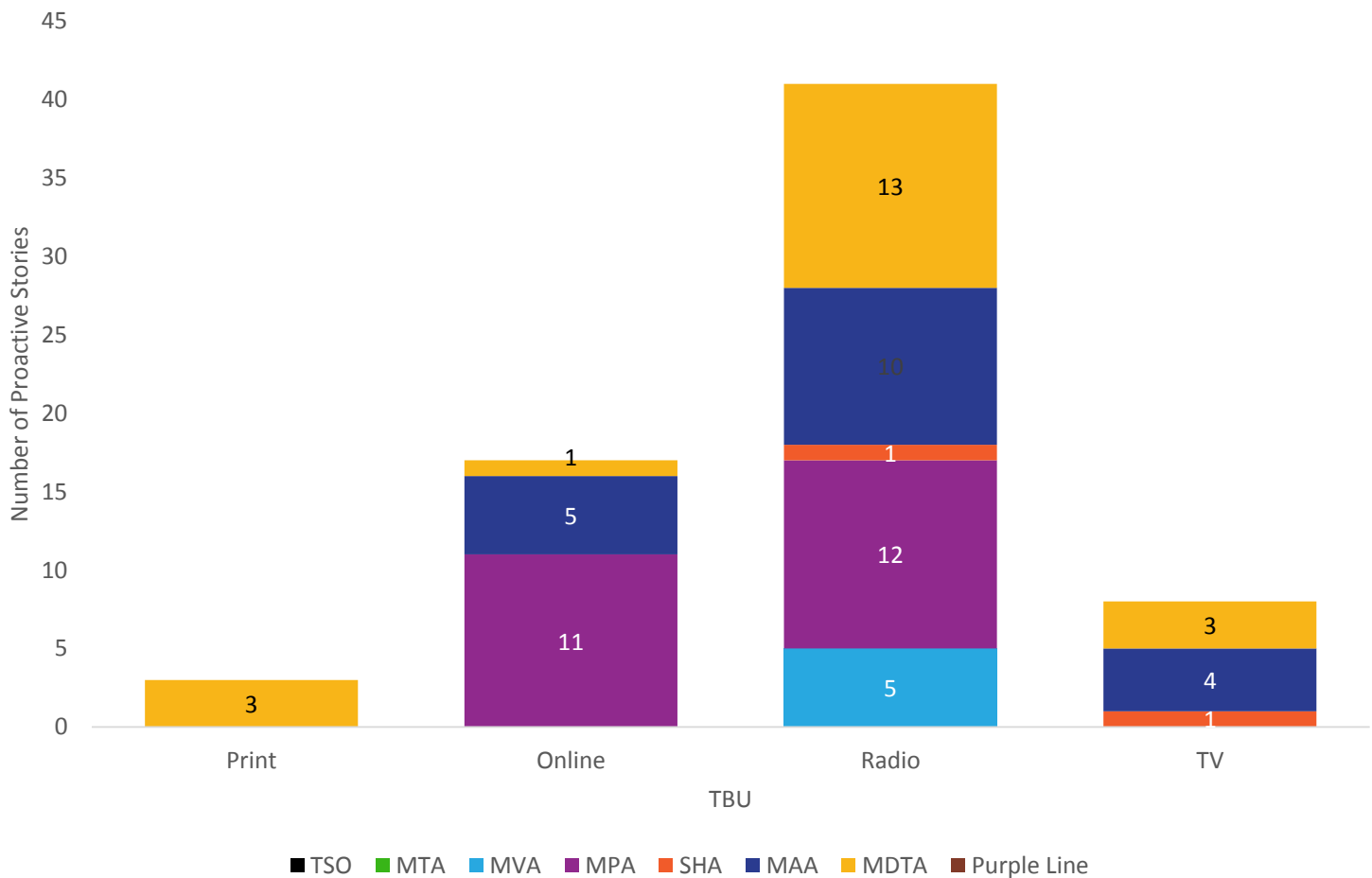**Chart 6.4A.2a: Type of Media that Picked Up Proactive Stories Q3 CY2018**
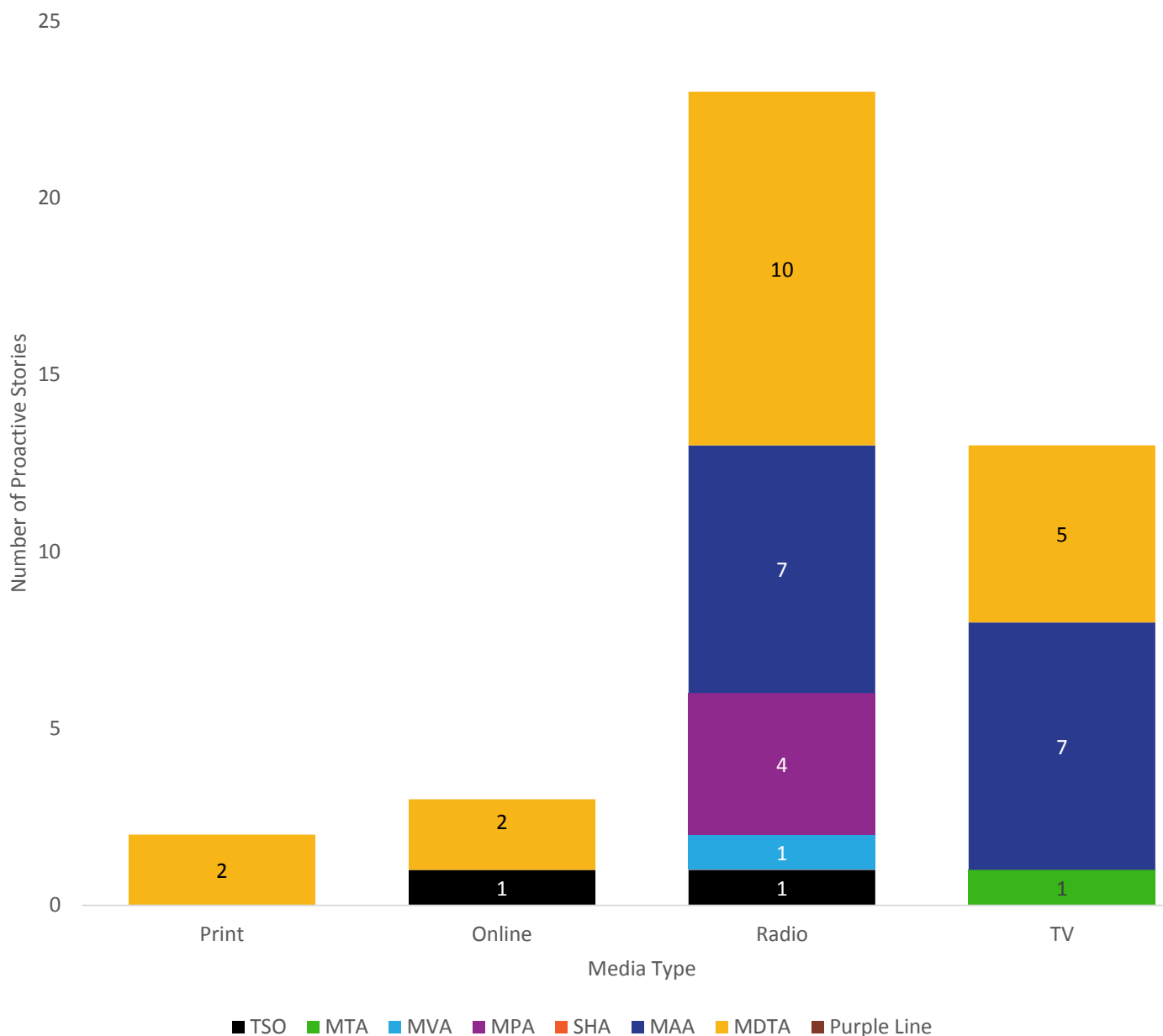
Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4A
Reach of Pickups of Proactive Stories

Chart 6.4A.2b: Type of Media that Picked Up Proactive Stories Q4 CY2018

TANGIBLE RESULT DRIVER:
Kelly Tarver
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Jonathan Dean
Maryland Aviation Administration (MAA)

PURPOSE OF MEASURE:
To track the number of people that viewed proactive content produced by MDOT TBUs.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.4B
Reach of MDOT-Produced Content

MDOT produces proactive content to showcase its own stories without relying on traditional press releases. This proactive content includes magazines, broadcasts, newsletters, photo albums and sound bites. The stories told in these items tell the positive impact of MDOT.

Performance Measure 6.4B measures the number of people looking at the content MDOT produced on its own and made available to subscribers, listeners and readers. This measure will guide how MDOT can best package proactive stories for each category of media. Through this measure, MDOT can see how large an audience it is reaching through internally produced items and compare that audience with Performance Measure 6.4A to analyze what categories of external media are placing MDOT-produced content.

MDOT's own internally-produced content had a reach of 3,017,998 in the fourth quarter of 2018, a giant gain over quarter three, mainly due to extra effort by the Digital Team and more complete reporting by the TBUs. In fact, the previous three quarters combined still come nowhere near equaling the output of quarter four for this measure.

PERFORMANCE MEASURE 6.4B

Reach of MDOT-Produced Content

Chart 6.4B.1a: Audience for MDOT-Produced Proactive Content Q3 CY2018

TSO 0 0.00%
MTA 60 0.23%
MVA 0 0.00%
MDTA 0 0.00%
Purple Line 0 0.00%

MPA 8,949 33.60%

MAA 4,198 15.76%

SHA 13,430 50.42%

Total Audience: 26,637

■ TSO ■ MTA ■ MVA ■ MPA ■ SHA ■ MAA ■ Purple Line ■ MDTA

Chart 6.4B.1b: Audience for MDOT-Produced Proactive Content Q4 CY2018

TSO 5 0.00%
MPA 6,960 0.23%
MDTA 36 0.00%
SHA 5,625 0.19%
MAA 4,572 0.15%

MVA 0 0.00%

Purple Line 0 0.00%

MTA 3,000,800 99.43%

Total Audience: 3,017,998

■ TSO ■ MTA ■ MVA ■ MPA ■ SHA ■ MAA ■ Purple Line ■ MDTA

PERFORMANCE MEASURE 6.4B

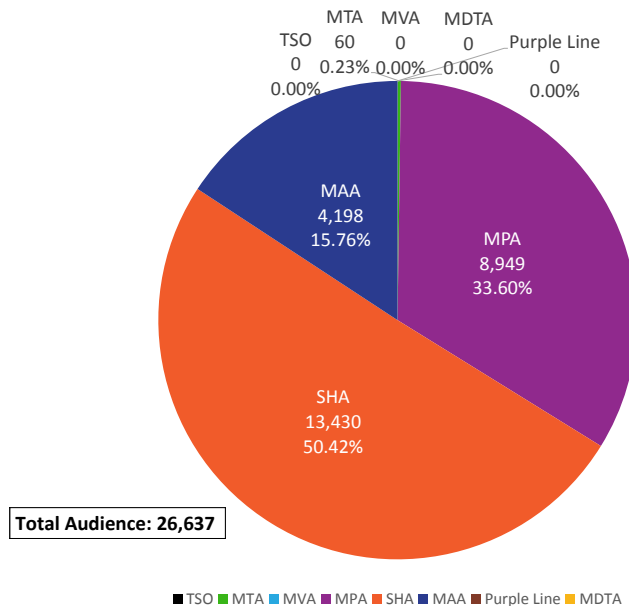Reach of MDOT-Produced Content

Chart 6.4B.2a: Type of MDOT-Produced Proactive Content Q3 CY2018

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4B

Reach of MDOT-Produced Content

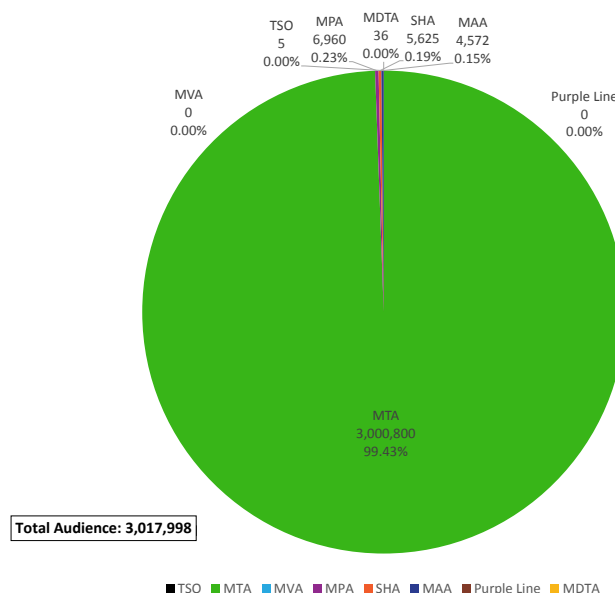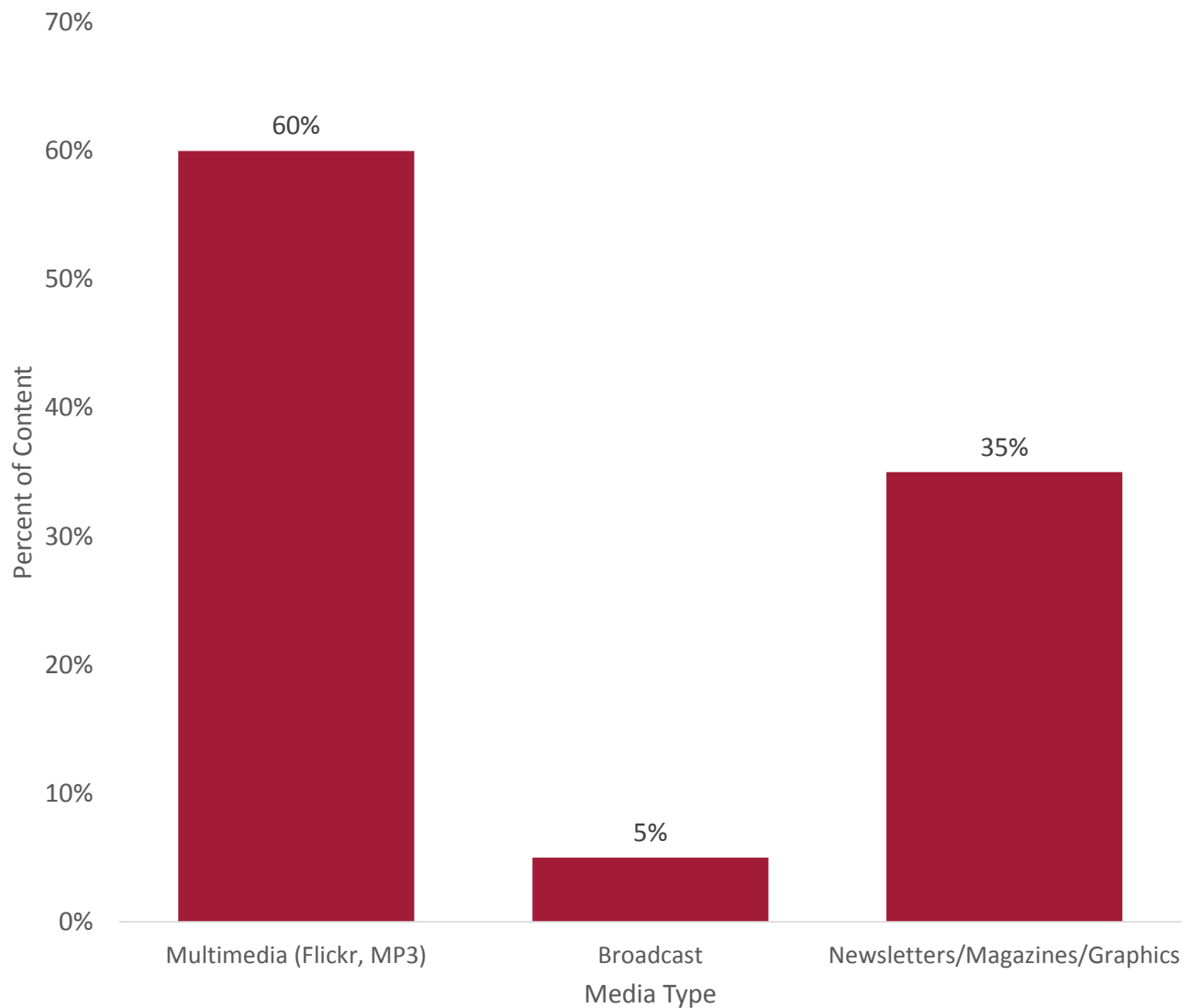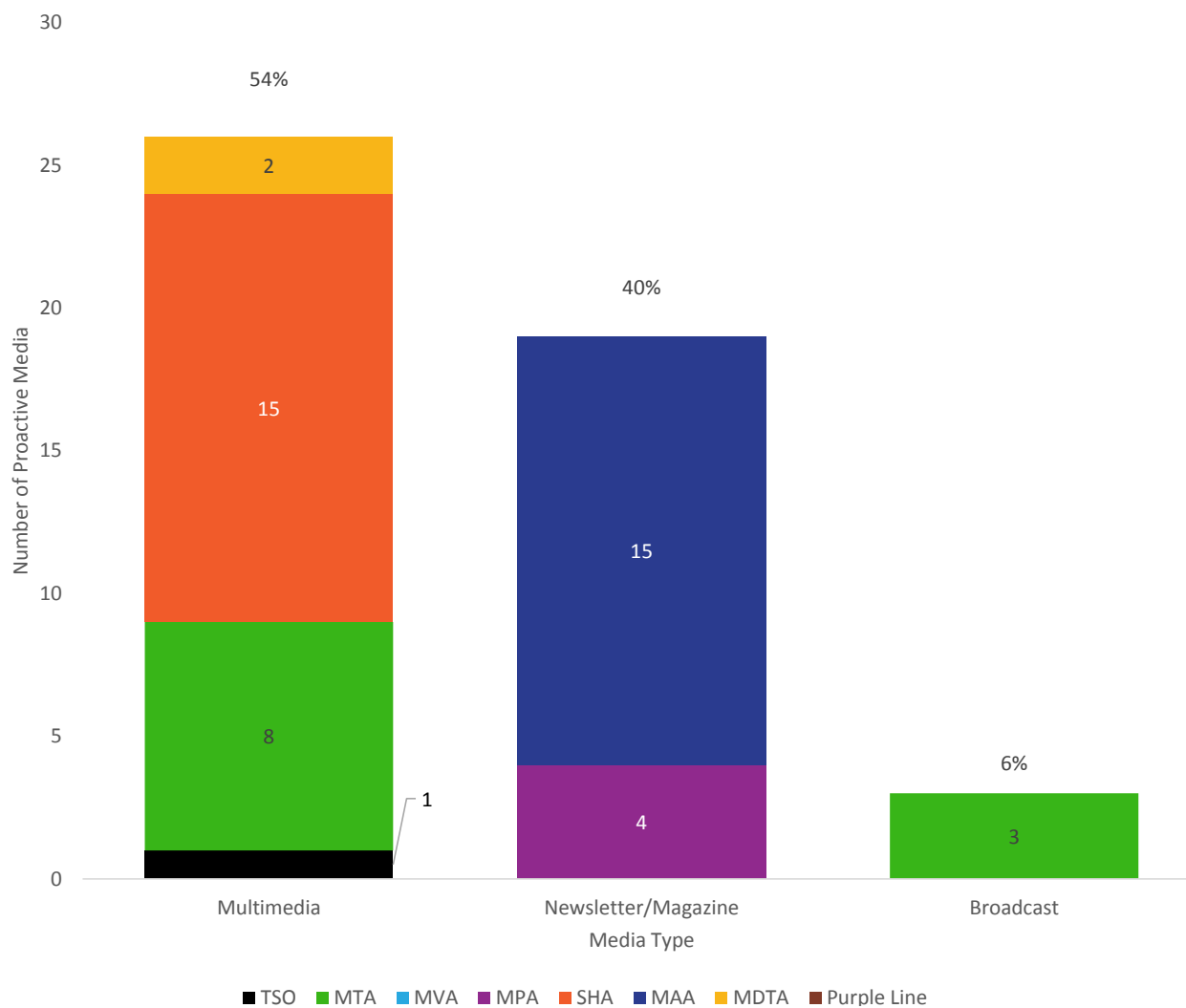**Chart 6.4B.2b: Type of MDOT-Produced Proactive Content Q4 CY2018**

PERFORMANCE MEASURE 6.4C

Reach of Proactive Posts on Social Media

MDOT posts proactive content on social media to allow for speedy and wide distribution of positive stories and extras from press conferences and events, as well as campaigns. The posting of this content on social media is a subset of MDOT's overall social media posts but is an important component and takes an exerted effort to coordinate.

This measure looks at the number of times proactive stories are distributed through social media channels. This audience is defined by the number of times the proactive items show up in social media feeds.

During the fourth quarter of 2018, the total audience for proactive MDOT items on social media was 3,598,040, a 19.7 percent increase from the third quarter of the year.

More and more people are seeing MDOT's social media posts on Facebook, Twitter and Instagram, which means we're connecting more and more people to life's opportunities.

PERFORMANCE MEASURE 6.4C

Reach of Proactive Posts on Social Media

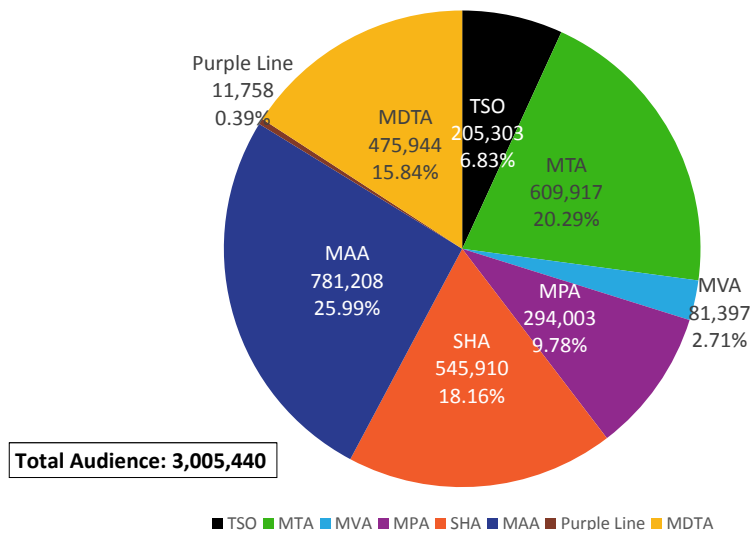**Chart 6.4C.1a: Audience of Proactive Stories Published on Social Media Q3 CY2018**

Purple Line
11,758
0.39%

MDTA
475,944
15.84%

TSO
205,303
6.83%

MTA
609,917
20.29%

MVA
81,397
2.71%

MPA
294,003
9.78%

MAA
781,208
25.99%

SHA
545,910
18.16%

Total Audience: 3,005,440

■ TSO ■ MTA ■ MVA ■ MPA ■ SHA ■ MAA ■ Purple Line ■ MDTA

Chart 6.4C.1b: Audience of Proactive Stories Published on Social Media Q4 CY2018
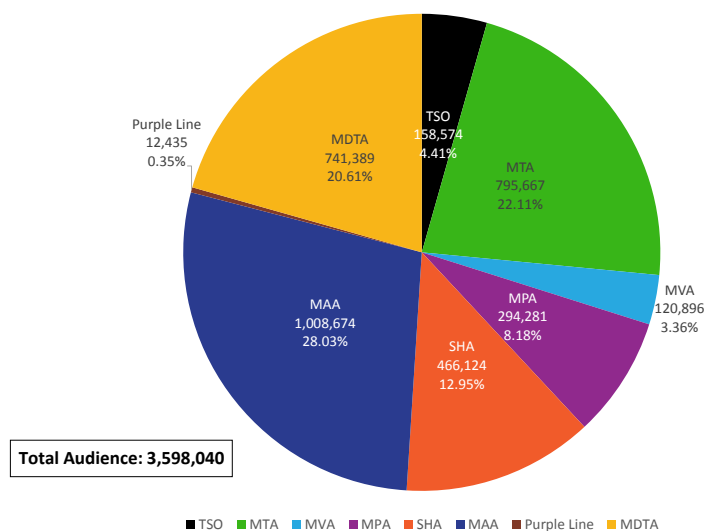
Purple Line
12,435
0.35%

MDTA
741,389
20.61%

TSO
158,574
4.41%

MTA
795,667
22.11%

MVA
120,896
3.36%

MPA
294,281
8.18%

MAA
1,008,674
28.03%

SHA
466,124
12.95%

Total Audience: 3,598,040

■ TSO ■ MTA ■ MVA ■ MPA ■ SHA ■ MAA ■ Purple Line ■ MDTA

TANGIBLE RESULT DRIVER:
Kelly Tarver
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Jonathan Dean
Maryland Aviation Administration (MAA)

PURPOSE OF MEASURE:
To analyze the number of user interactions with social media content produced by MDOT.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.4D
Interactions with Proactive Posts on Social Media

When posting proactive content onto social media channels, one of the goals is to make the content engaging for customers to enjoy. MDOT does this by producing videos, finding unique subject matter and being creative with the content.

This performance measure, which expands on 6.4C, examines the number of times that customers interacted with a proactive item on social media. Interactions are direct confirmation that someone has viewed and comprehended MDOT's message – providing feedback on the effectiveness of proactive stories on social media. These interactions include likes, comments, retweets and clicks. By analyzing the results, MDOT can better target its messages to customers.

The fourth quarter of 2018 showed a 24.8 percent increase over quarter three, with engagements for MDOT posts totaling 142,466. This followed two quarters of flat statistics. Compared to the first quarter of the year – the initial time data was gathered – the fourth quarter totals represent huge growth in social media engagements.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4D

Interactions with Proactive Posts on Social Media

Chart 6.4D.1a: Interactions with Proactive Posts on Social Media Q3 CY2018

TSO 1,974 2%
MDTA 28,434 25%
MTA 23,872 21%
MVA 4,778 4%
MPA 24,972 22%
SHA 11,995 10%
MAA 16,722 15%
Purple Line 1,374 1%

Total Audience: 114,121

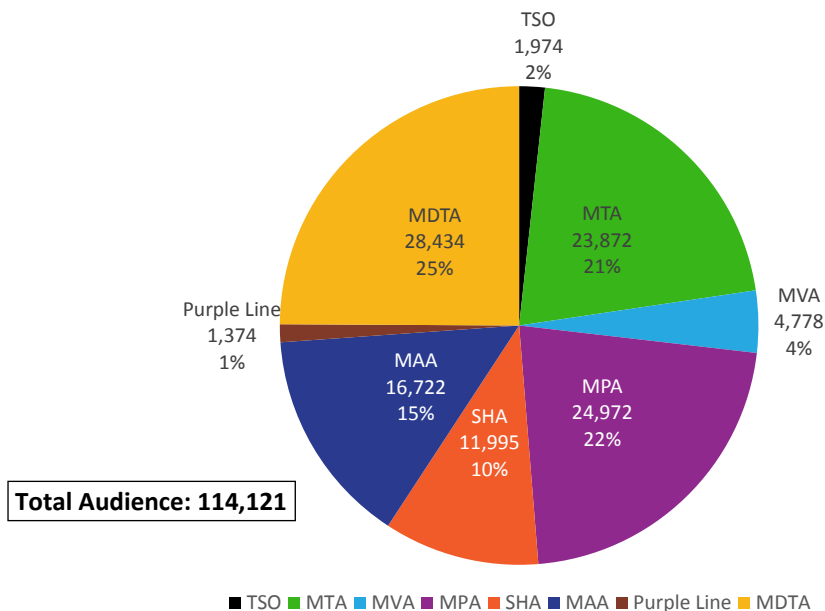■ TSO ■ MTA ■ MVA ■ MPA ■ SHA ■ MAA ■ Purple Line ■ MDTA

Chart 6.4D.1b: Interactions with Proactive Posts on Social Media Q4 CY2018

TSO 1,821 1%
MDTA 39,584 28%
MTA 52,793 37%
MAA 11,766 8%
SHA 12,523 9%
MPA 15,870 11%
MVA 6,732 5%
Purple Line 1,377 1%

Total Audience: 142,466

■ TSO ■ MTA ■ MVA ■ MPA ■ SHA ■ MAA ■ Purple Line ■ MDTA